Connecting Kids to Coverage National Campaign
Partner Social Media Toolkit

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InsureKidsNow.gov

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Introduction

The **Connecting Kids to Coverage National Campaign** is a national outreach and enrollment initiative with a primary goal to reach out to families with eligible kids and teens with information about the health insurance coverage available under Medicaid and the Children's Health Insurance Program (CHIP). The Connecting Kids to Coverage National Campaign works with community organizations, schools, health care providers, states, and others to ensure no eligible child goes uninsured.

The Campaign uses a variety of tactics to spread the word about Medicaid and CHIP. One tool the Campaign utilizes – either directly or by providing resources to partners – is social media, which can be an efficient tool in conducting effective outreach.[1] According to the Pew Research Center, 72% of the American public uses at least one social media site and many reported using these sites daily. With 70% of U.S. adults on Facebook in 2019, and an increasing number of adults on Instagram and Twitter, social media provides an opportunity to reach people where they already spend time.[2]

This toolkit was developed to help Medicaid and CHIP agencies, national, regional, and local organizations conduct effective outreach using social media.

Campaign staff examined resources from industry and sister agencies in preparing this toolkit. The contents outline best practices for popular social media platforms, suggested language and images for posts, ways to customize posts to fit your organization, and additional resources that can enhance your outreach. The resources and materials included in this toolkit are intended to support outreach efforts in your community to provide information to parents and caregivers/legal guardians of children and teens who are eligible for Medicaid and CHIP but aren't enrolled, as well as serve as a reminder to re-enroll annually.

[1] https://www.semrush.com/blog/social-media-advertising-reaching-your-target-audience-fast-and-easy/
[2] Usage data as of 05/2020. https://www.pewresearch.org/internet/fact-sheet/social-media/

Social platforms

The digital world keeps evolving, with a wide variety of social platforms available – or in development – for individuals and organizations to share their daily lives and latest news. While options seem endless, the purpose of this toolkit is to focus on social platforms (social channels) that have been available for many years and have a strong user base that offers valuable opportunities to share information about health care. The resources in this toolkit focus on Facebook, Twitter, and Instagram.

Social posts defined:

To communicate on social media platforms, individuals or organizations publish "posts." The length of the "post" depends on the social media channel. Some channels allow for a large number of characters, while others use fewer or are intended for visual content, such as images or photos. On Twitter, a "post" is called a "tweet."

Overview of platforms

Facebook

As one of the largest social media platforms with 2.5 billion global active users (as of 2020), Facebook has been around since 2004 and allows many users to connect with each other individually and follow topics of interest. Users, interest pages, and company/organization pages can post videos, pictures, and links with no character limit.

Facebook is an effective platform to use when targeting parents, as it has the highest proportion of adult users.[3] Three-quarters of online parents use Facebook, as do 70% of non-parents. Mothers are more likely to use Facebook than fathers, with 81% of mothers and 66% of fathers using the platform. Facebook posts are usually longer than Instagram or Twitter posts, making them useful for conveying lots of information; however, shorter, concise posts perform better.

Twitter

First established in 2006, Twitter hosts 321 million active accounts worldwide (as of 2020) and lets users share 280-character posts that can include videos, pictures, and links.

Twitter is effective at reaching a younger audience as well as professionals, including health care providers, other like-minded community-based organizations, associations, and media. Nearly three-quarters of users on Twitter are between the ages of 18-29.[4] Because of the large amount of young adults on Twitter, it could offer a useful platform to reach young parents. Additionally, with nearly half of U.S. adults on Twitter having earned at least a college degree, health care providers and other professional organizations are among the groups that can be reached. Because of the character limit, Twitter is good for sharing short messages and providing links to more information.

[3] https://www.pewresearch.org/internet/2015/07/16/parents-and-social-media/
[4] https://www.businessofapps.com/data/twitter-statistics/

Overview of platforms, continued

Instagram

First introduced in 2010, Instagram is an image-based platform with over one billion users globally (as of 2020). Instagram is an effective platform for reaching younger adults and growing awareness, as 67% of U.S. adults between 18-29 and 47% of U.S. adults between 30-49 are on the platform.[5]

In addition to images, users can post recorded or animated videos. Unlike Twitter and Facebook, a post can't be created on Instagram without an image or video. Another difference from other mainstream social platforms is that Instagram doesn't allow hyperlinks in posts. To get more information about a post, users are often directed to the bio of the handle (user) that posted. Users can post pictures and captions, as well as share live videos. Because of this, Instagram is less effective at driving users to an organization's website and instead aims to have users engage with visual content on the platform.

Anatomy of a social post

Message:

One main message that aligns with the organization's goals.

Call to Action (CTA):

A short statement encouraging the reader to take a desired action.
- Example: "learn more", "watch now", "sign up" etc.

Link:

On Facebook and Twitter, links can be put in a post. If the goal of a post is to have a user click on the link, a CTA should be before it.

Image (or Video):

A relevant image that aligns with the message of the post.

Hashtags:

A tag to accompany the post; it lets users find other related content around a topic. A word or term has a hash symbol before it. When clicked, it allows a user to find other content that uses the same hashtag and – ideally – discusses the same subject.
- Example: #Enroll365, #Medicaid, etc.

User Handles:

On Twitter and Facebook, other users, pages, or partner organizations can be added in posts so that their profiles receive notifications, making them more likely to engage. On Instagram, users can be tagged in captions. On all three platforms, users can also be tagged in photos. This tactic also notifies users, increasing engagement potential.

[5] https://sproutsocial.com/insights/new-social-media-demographics

Words & terms

Because of the differences between platforms and how they're used to share and consume information, the writing for each platform differs slightly, with some being shorter than others. However, across each platform it's important to be consistent in language, meaning, and tone to align with your overall mission and values. With many users on **multiple platforms**, target audience members will see an organization's content multiple times and it's important an organization's message remains clear and consistent.

Tips for writing posts:

Tone: Using a positive tone rather than a negative one can increase engagement.

Support: Encourage, don't warn! For example, instead of saying "Not washing your hands will lead to you getting sick," say "Washing hands can lead to a healthier life."

Social media acronyms

DM/PM: Direct Message or Private Message. Refers to a message sent between 2 users that can't be viewed publicly. Terminology is used interchangeably.

RT: Retweet. When you share someone's Tweet to your own feed, you're Retweeting them.

HT: Hat tip. When reposting another user's content or link, use HT followed by the handle to show where the information or content you're posting originally came from.

MT: Modified Tweet. This is most often used when adding commentary to another user's tweet. Instead of simply retweeting someone, you may wish to add your own commentary. In order to stay within character limits, you may need to remove parts of the tweet you are referencing, such as handles or alternatively abbreviating certain words.

ICYMI: In case you missed it. This acronym is often used on posts that highlight an article or recent event that your Followers may not have seen.

CC: Carbon Copy. This acronym is used in the same way it would be used on emails. To make sure another user sees your tweet or to directly reference a partner, use cc: [user handle]. Ex. With Medicaid and CHIP, kids have access to preventative services or emergency care should they get sick or injured! cc: @IKNGov #Enroll365

DYK: Did you know. This usually comes at the beginning of a social post intended to provide Followers with information they may not have known before.

TBT: Throwback Thursday. This is a commonly used acronym for posts on Thursdays that highlights content or prior work from an individual or organization.

Photo guidance

When posting photos on social media, consider your target audience. For example, if you're trying to reach parents with newborns, use an image of parents with newborns to make sure people can relate and see themselves in the post. When users see images they find familiar, they're more likely to engage with a post.

An effective image should have a text overlay that reinforces the message being communicated in the text of the post.

When using an image in social posts, it's important to recognize that some images are copyrighted and can't be posted without permission or getting the rights to the image.

Image tip:

When posting images, have a positive tone and be mindful of current environments or fears people may have. For example, consider avoiding pictures of needles when discussing vaccines as some people may be scared of them and avoid images of people practicing bad hygiene.

Image sizes

All social media platforms have different image size requirements. If you're posting images across platforms, make sure you have different versions of the image by size for best user experience. To find out the size of an image, right-click the file and select "Properties" on a Windows operating system or "Info" on a Mac operating system. Images can be easily cropped or resized using basic, pre-installed software on your computer. More information about resizing on Windows can be found **in this guide** from Microsoft and a guide to resizing and cropping on MacOSX can be found on **Apple's website**.

Platform	Size
Facebook	1080 x 1080 pixels
Instagram	1080 x 1080 pixels
Twitter	1200 x 675 pixels
LinkedIn	1200 x 627 pixels

* These sizes are the current 2020 recommendations; image size requirements periodically change on platforms.

Pixels:

Digital images are made up of small squares that come together to form a whole image. Each square, or dot (the area taken up on the screen), is called a pixel. Images are measured by how many pixels wide and tall they are (e.g., 1200 x 675 px).

Hashtags

A hashtag is a label used on social media platforms that makes it easier to find posts or information within a theme or that contains specific content.[6] It's created by including the symbol "#" in front of a word or words without spaces. It cannot include special characters or punctuation. Hashtags are helpful because they let individuals find social posts by topics that they're interested in. A hashtag can be placed anywhere within a post, but usually comes at the end, unless it naturally fits into the post copy. Try to keep hashtags to three per post – using too many hashtags can come across as unauthentic, since it could be perceived that engagement may be more important than the actual message.

The following hashtags often accompany social posts by the Connecting Kids to Coverage National Campaign on Twitter via @IKNGov. Please see individual platform sections for more guidance on how to best use hashtags on that platform.

- **#Medicaid and #CHIP:** these hashtags refer to the health coverage options the Connecting Kids to Coverage National Campaign is promoting and provide users the opportunity to discover other posts with the same tags.
- **#Enroll365:** the hashtag provides a call to action – to enroll – and a reminder that enrollment is possible every day of the year.

Other Hashtags to Consider

- **#EnrollKidsNow, #EnrollKids, #EnrollTeens:** these hashtags would serve as reminders that the health insurance programs cover children and teens under the age of 19.

Social media engagement

Social media is a communications tool that provides an opportunity to directly engage with your key audiences. Successful social media content should initiate two-way communication that is measured by engagement. Without engagement, content becomes a one-way communication by your organization. Across platforms, engagement is how success is measured, but it comes in many different forms.

Followers: A "Follower" is any user on a social media platform that chooses to see all of another user's posts in their Facebook Newsfeed, Twitter Feed, and Instagram Feed.

Likes: Initially made popular by Facebook, "Likes" are an essential engagement measurement. Across Facebook, Twitter, and Instagram (in addition to many other social platforms) Likes function as a way for users to indicate approval or validation of content without having to type anything. This nearly effortless engagement indicates that content has, to at least some degree, been seen or read.

Like   2.6K

Example of Facebook Like   Example of Twitter Like

[6] https://www.naylor.com/associationadviser/why-are-hashtags-important/

Comments & replies

In a similar way to Likes, "Comments" are a valuable way to measure engagement by your Followers. Comments, however, can be even more insightful to the way your content is reaching its audience because they convey specific feelings, thoughts, or even follow-up questions that can't be communicated by just pressing a Like button. "Replies" on Twitter function in the same way Comments do on Facebook and Instagram.

It's best practice to reply to Comments made by Followers within 24 hours, whether they are positive, neutral, or negative. While positive Comments can be a validator of your content, negative Comments can sometimes be insightful regarding attitudes or needs of your audience. Learning from these Comments can help shape future social media outreach.

A note on privacy:

Do not encourage Followers to share personally identifiable information such as a phone number, social security number, or address on social media platforms. If you notice a person sharing detailed information about a health issue, their address, social security number, or similar, remove the post to stop the information from being publicly accessible.

While responses to positive Comments can be a simple "thank you," responses to negative Comments should strive to acknowledge them, while also taking the conversation offline as quickly as possible. You may reach out to the user directly or ask the user to reach out to you directly. This communication could be through e-mail, a phone call, or in the direct message/personal message (DM/PM) features that allow private conversations; Facebook, Twitter, and Instagram all have DM/PM capabilities.

It's important to understand the makeup and needs of your audience. If the individuals you're serving and communicating with on social media primarily use a language other than English, posts or responses should acknowledge that and offer content in the other language. For example, if a Follower asks a question in Spanish, it would be most useful to them to respond to the question in Spanish if accessible to your organization.

Shares & retweets

"Shares" and "Retweets" (RT) are important engagement metrics because not only do they indicate that your audience is viewing your content and endorsing or validating it, but they're also extending the reach of your content by sharing it with their own larger network. A Share or RT is when a user takes your content and shares it with their network; the post continues to be attributed to you but has the potential to be seen by users that aren't following you.

Video views

Twitter, Facebook, and Instagram all offer video capabilities. Adding videos to posts is similarly effective to posting images; on Instagram, where an image or video is required to post, videos outperform images in terms of posts receiving Likes.

Adding video to Facebook and Twitter posts can be done in two ways: embedded and natively. Embedding a video in a post is accomplished by adding the URL of the video from a third-party website, most commonly YouTube. Facebook and Twitter have the capability to recognize most video links and will automatically display the video; however, not all video links automatically display and a user may be required to follow the link to another page, taking them away from the platform and your organization's content. Even if the video automatically displays it will still need to be clicked on by a user in order for it to begin playing. Adding a native video to a post requires a video file to be uploaded from a user's computer when composing a post. Because Instagram doesn't allow links in posts, uploading a video is the only way to post video content on the platform. For Facebook and Twitter, native videos have an advantage over embedded videos. An uploaded video on Facebook and Twitter will automatically begin playing on a user's feed as the user scrolls down. This creates a significant advantage for follower engagement because it does not require the extra step of clicking play on a video or diverting a user to another webpage off of the social media platform.

While many videos posted to social media are recorded on mobile devices, other videos created using tools other than a cell phone can also be used. As is the case with social posts in general, brevity is key. Ideally, videos should be between 15 to 45 seconds for optimal viewer engagement. If a video is uploaded natively, it cannot exceed 2 minutes and 20 seconds; videos that go longer can only be embedded in posts.

While not the most telling piece of engagement (users watch videos and don't need to click on links), Video Views are still important in measuring how many people see your content. Unlike Shares, Comments, or Likes, Video Views require no action on the part of a user, so it's hard to tell if they approve of the content or if they just glanced at what popped up on their screen and then moved on. Nonetheless, videos are an important tool when building awareness around a message or topic.

How users see your content

Directly: Users that follow your account on Facebook, Instagram, or Twitter will see your post in their feeds.

Shares: Facebook users not following your account can still see your content if it's shared by another user that follows you; this extends the reach of the post.

Retweets: Twitter users not following your account can still see your content if it's shared by another user that follows you; this extends the reach of the post.

Comments: Your post or tweet can also be seen by users that don't follow you if someone they follow Comments on your post on Twitter or Facebook.

Instagram posts can be reposted, with or without commentary, by a Follower on their own story. While not very common, users can also take screenshots of your posts and repost them to their own feed as well.

Platform best practices and example posts

Facebook

Facebook lets many users connect with each other individually and follow topics of interest. Users, interest pages, and company/organization pages can post videos, pictures, and links with almost no character limit.

One goal of a Facebook post for an organization is to drive traffic, or clicks, to a separate page, typically an external resource outside of the Facebook environment (this is different than an individual's Facebook post that seeks to receive engagement within the platform). For the purposes of sharing resources for Medicaid or CHIP, this external webpage could be your organization's own website or **InsureKidsNow.gov**. Linking to a page gives users the opportunity to find additional information that may be too long to fit into one post.

Additionally, Facebook users can share posts, amplifying the reach of the content.

Facebook best practices

Include context or a summary/commentary.

When sharing links or photos on Facebook, include additional information and context to let audiences know why you're posting and why the information is relevant to them.

Post photos.

Use photos with short, to the point messages on the graphic or with imagery that relates to your message to engage users and easily convey your point.
- The optimal size for a Facebook image is 1080 x 1080 pixels.

Invite engagement.

Encourage Followers, such as parents, caretakers, community members, and other community organizations to also share your posts and get the word out about Medicaid and CHIP. Provide a call to action, such as "learn more", to invite Followers to click on the link included in your post.

Avoid hashtags.

Since Facebook no longer actively tracks hashtag use to measure conversations, it isn't recommended to use hashtags in your Facebook posts.

As part of the Connecting Kids to Coverage National Campaign we have created several sample posts and images that can be found below. Please also visit the **Outreach Tool Library** for additional images, available in English and Spanish, formatted for Facebook.

Example posts

Message	Image
Getting families the coverage they need can improve their overall health. Medicaid and CHIP help increase access to vital health care services for eligible families across the nation by offering free or low-cost health insurance. Coverage includes preventive health care services, as well as dental and vision care. Learn more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK]	#Enroll365 Active kids this summer? That's a good reason to #GetCovered! InsureKidsNow.gov
Get to the root of the problem early by starting good dental habits at a young age. Medicaid and CHIP offer free or low-cost insurance that includes the vital dental services children need to keep their teeth healthy, such as check-ups, x-rays, fluoride treatments, dental sealants, fillings, and more. Learn how you can apply: [STATE INSURANCE PAGE OR YOUR ORGANIZATION LINK] or call [STATE INSURANCE NUMBER OR YOUR ORGANIZATION NUMBER]	#Enroll365 I've got a good feeling about this. InsureKidsNow.gov
As children grow, their health care needs grow as well. Medicaid and CHIP offer free or low-cost coverage for eligible kids, including doctor visits, routine check-ups, immunizations, and prescriptions. Learn more about coverage in your state: [YOUR ORGANIZATION'S PAGE LINK]	#Enroll365 for teens who just want to have fun. InsureKidsNow.gov

* Example images were created to fit previous Facebook specifications; please refer to page 7 for current image size recommendations.

Twitter

Twitter lets users share 280-character posts that include videos, pictures, and links. Twitter is a good platform for sharing short, succinct information.

As with Facebook, engagement goals on Twitter include driving users to secondary resources (getting users to click a link on your tweet), as well as Retweets and Likes, which help increase the reach of your message. When a user retweets your message, the message can be seen by that users' Followers, allowing for farther reach.

What/who to follow:

The accounts you follow determine the content you see. Therefore, it's important to follow like-minded organizations, stakeholder groups, and other leaders to stay in touch with what is going on in your industry. Tweets with aligned messages from other organizations in your space can be Retweeted by your own account to further your cause. By engaging with other Twitter accounts, you are initiating a digital conversation that can garner interest from a wider audience.

In addition to following accounts, you can also follow hashtags. A good idea of what kind of hashtags are already being used around your topic can come from taking cues from other organizations you already follow.

Twitter best practices

Retweet others.

In addition to sharing your own posts, monitor your peers in the space, including the Connecting Kids to Coverage National Campaign, **@IKNgov**, as well as other government websites such as **CMS** and **CDC** for posts that you could Retweet to share additional information with your Followers. When possible, include the original text of the tweet you are retweeting as well as additional information about Medicaid and CHIP, tailored to your audience.

Post pictures.

As noted in the overview, posts with images are now standard, not outliers, on social media. Engagement on visual content will increase because users scroll through their newsfeed and an attention-grabbing image can make a post stand out and a user stop scrolling. According to Twitter, photos increase the chance of Retweets by 38%. In addition, tweets with an image receive 18% more clicks than those without.[7]

- When creating your own images for Twitter, note that the optimal size for a Twitter image is 1200 x 675 pixels. Photos sized differently than these guidelines can be cut off in the Twitter feed or automatically resized.

Use hashtags.

On Twitter, use one to two relevant hashtags as part of your post copy, or use well-known hashtag trends like #DYK (Did You Know), #Remember, or #FridayFacts.

Simplify links.

Links are automatically shortened on all tweets to 23 characters, regardless of how long the URL is. To make links look more streamlined, use free, link-shortening services such as **Bitly**. Simply paste your original link into the link-shortening platform on that website and you'll get a unique link that you can use across posts.

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[7] https://blog.hubspot.com/marketing/twitter-increase-clickthrough-rate#sm.0000cfvco3d9wew311cfslpotxzvc

In addition to the suggested posts and images below, please visit and follow the Campaign's Twitter account, **@IKNGov**, for posts to retweet, and check out the **Outreach Tool Library** for additional images, available in English and Spanish, formatted for Twitter.

Example posts

Message	Image
Families can enroll in #Medicaid or #CHIP at any time of the year. Learn how you can apply today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365	#Enroll365 Enrollment in Medicaid and CHIP is open year-round. Why wait to #GetCovered? InsureKidsNow.gov
Get to the root of the problem early by starting good dental habits at a young age. #Medicaid and #CHIP offer free or low-cost insurance that includes the dental services children need to keep their teeth healthy. Learn how to apply: [STATE INSURANCE PAGE OR YOUR ORGANIZATION LINK] or call [STATE INSURANCE NUMBER OR YOUR ORGANIZATION NUMBER] #ThinkTeeth	#Enroll365 Health coverage for your future race car driver. InsureKidsNow.gov
Getting families the coverage they need can improve their overall health. #Medicaid and #CHIP help increase access to health care services for eligible families across the nation. Learn more: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365	#Enroll365 I know a good thing when I see it. InsureKidsNow.gov

* Example images were created to fit previous Twitter specifications; please refer to page 7 for current image size recommendations.

Instagram

Instagram is an image-based platform that doesn't allow hyperlinks in posts. Users can post pictures and captions, as well as share live videos and post to their "story," which disappears after 24 hours. Instagram can be linked with an organization's Facebook page. This lets the organization create a post on Instagram that can be posted on Facebook at the same time without having to switch platforms to perform that action. Important links can be shared in user bios or other methods built into the platform.

Instagram best practices

Show, don't tell.

Posts on Instagram should help tell an ongoing story about the organization through images. Graphics with word overlays can work on the platform, but they should be used sparingly as to not interrupt the image narrative.

Include links in bio.

If you have important information to link to, include the link in your Instagram bio and direct users there. There are also a variety of free tools, such as "**Link in bio**" that can compile multiple links from your Instagram bio so the most important information is easy to access for users.

Size images.

When creating your own images for Instagram, please note that the optimal size for an Instagram image is 1080 x 1080 pixels.
- All social media platforms have different image size requirements. If you're posting images across different platforms, make sure you have different versions of the image by size.

Keep captions short.

Although there is no character limit on the platform, captions on Instagram shouldn't be more than 125 characters to have all text visible, similar to a tweet. If a message is too long, it will be truncated with a "read more" button that requires another step for users to take to read it, thus lowering their chance of engaging. Captions also shouldn't contain lengthy information that users may scroll past instead of act on. Links don't work in Instagram posts and shouldn't be used in captions.

Use relevant hashtags.

Hashtags on Instagram make it easy for users to see all the photos from a particular event or related topic. Up to 30 hashtags can be used in a single Instagram post; however, using too many hashtags can look disingenuous as it appears an organization cares more about engagement than their message and mission. Aim for five to seven hashtags as posts with multiple hashtags receive more engagement.

As part of the Connecting Kids to Coverage National Campaign we have created several sample posts and images for Instagram that can be found below.

Example posts

Message	Image
During these uncertain times, health care needs for many may grow. #Medicaid and #CHIP offer free or low-cost health coverage for eligible kids. #Enroll365	
Families can enroll in #Medicaid or #CHIP at any time of the year. #Enroll365	
With #Medicaid and #CHIP, you get the peace of mind that comes with knowing your children have access to essential medical care, such as preventive services or emergency care if a child gets sick or injured. #Enroll365	

Additional platforms

Other platforms that may be useful to share relevant information for families with eligible kids and teens include LinkedIn or YouTube. The world of social media is ever evolving, so it's good to explore research from a reputable source like the Pew Research Center to learn the ways your target audiences are using social media.
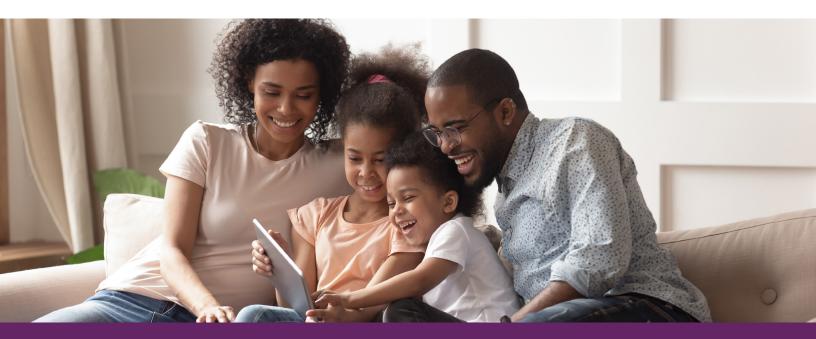
LinkedIn

LinkedIn is a professional social network and a useful tool for reaching other stakeholders. Although LinkedIn is widely recognized as a professional networking and job-search tool, it also lets organizations share news and content relevant to their industry. Organizations can share the latest updates pertaining to their mission and objectives and post links to additional content users can view on an organization's website. For example, a teacher on LinkedIn may see an organization's post about the benefits that Medicaid and CHIP provide to eligible children and teens and then take that information to their school administrator to ensure outreach happens in school settings.

YouTube

YouTube is a video hosting platform that lets viewers see content uploaded by individuals or organizations. YouTube is a useful tool that lets videos on YouTube be embedded on other platforms.

YouTube has a feature called "Playlists" that lets channel owners organize similar content together. When a viewer starts watching one video in a playlist, the next relevant video automatically starts playing at the end of the initial video. This can keep users on your YouTube page longer, provide additional relevant content, and has the advantage of keeping individual videos short and digestible for users as opposed to creating one long video.

The **CMS YouTube channel** provides useful content that your organization can link to or embed in social media posts.

Evaluation & measurement

Although every organization has different goals for their social media platform activity, most will measure impact by the amount of interactions a post gets (see section on social media engagements). These interactions vary across platforms but are typically easily tracked through dashboards provided within each platform. Common measurements of interactions are Engagements, Likes, Comments, Shares, Views, and number of Followers.

Collecting data is not enough to fully evaluate performance. After collecting data around the performance of your organization's social posts, you will begin to see averages that become more accurate over time. For example, after posting 100 different times on Twitter, you might see that your organization's posts get an average of 24 Retweets. Armed with this knowledge, you can evaluate your next post by comparing the number of retweets to your average. A new post with 30 Retweets, therefore, can be considered successful and show an upward trend in Engagement.

Recording data around your posts can be as simple as creating a table that tracks the various interactions a post can receive. Below is a sample table of what metrics on a video post might look like on Twitter:

Post	Date & time	Likes	Replies	Retweets	Video Views
Families can enroll in #Medicaid or #CHIP at any time of the year. Learn how you can apply today: [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] #Enroll365	08/01/2020 03:35 PM ET	142	23	65	452
As children grow, their health care needs grow as well. Medicaid and CHIP offer free or low-cost coverage for eligible kids, including doctor visits, routine check-ups, immunizations, and prescriptions. Learn more about coverage in your state: [YOUR ORGANIZATION'S PAGE LINK]	08/03/2020 09:20 AM ET	154	17	81	270
Campaign Averages	-	**148**	**20**	**73**	**361**
Campaign Totals	-	**296**	**40**	**146**	**722**

Facebook evaluation

Evaluating your content and campaigns on Facebook is important for measuring the overall success of your social media activities. Along with taking stock of the common measurements listed earlier, reviewing your organization's website traffic and mentions on other channels and social media accounts can reveal important insights about how engaging the content you post is and how effective it is in driving awareness to your messages.

Facebook's overview of their measurement and analytics tool can be found **here**.
Note: Facebook and Instagram share the same analytics platform.
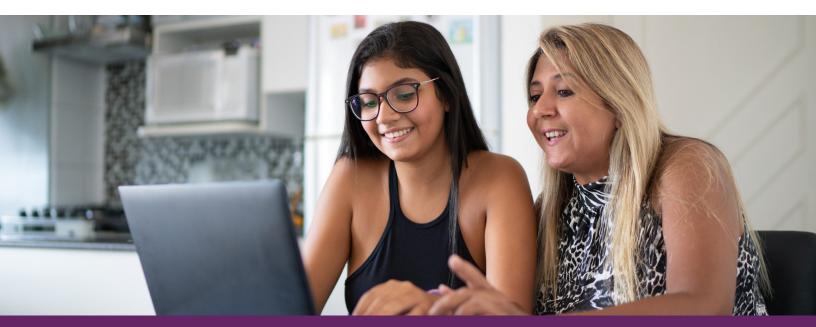
Twitter evaluation

At the conclusion of each Twitter campaign, an evaluation period involving reviewing metrics, identifying lessons learned, and assessing if your posts helped achieve your organization's goals will lead to improved social media outcomes in the future.

Twitter's overview of their measurement and analytics tool can be found **here**.

Instagram evaluation

Because Instagram is primarily a visual platform, evaluating your campaigns will focus on understanding which pictures gained the most Engagement. When evaluating, looking for visual cues such as people, activities, or other messages within the images you post will help your organization understand what resonates the most with your target audiences.

Instagram's overview of their measurement and analytics tool can be found **here**.
Note: Instagram and Facebook share the same analytics platform.

Customizing resources

The Connecting Kids to Coverage National Campaign has a library of resources and materials that are designed to support your organization's outreach in your community on InsureKidsNow.gov. The materials provide information on basic eligibility for Medicaid and CHIP, the valuable benefits the programs provide (e.g., routine check-ups, hospital visits, emergency services, prescriptions, etc.), and how to apply. The Centers for Medicare & Medicaid Services (CMS) offers material customization for free. Although not currently available for social media images, please see our **Customization Guide** for a list of materials and how to submit your customization request.

Customizing your social media posts can help make content more applicable to your Followers and help them find local resources. Add in your state program name and information where applicable and don't forget to link to your website or your state's insurance website where it says [STATE INSURANCE PAGE OR YOUR ORGANIZATION'S PAGE LINK] in the suggested copy provided in this toolkit.

Sourcing images

In addition to the **Campaign's Outreach Tool Library** and Customization Guide mentioned earlier, you can use other images to increase the visual appeal – and Engagement – of your social media posts. Make sure you have permission to use images; failing to do so can expose your organization to legal issues.

When using graphics that have data displayed, make sure that the numbers are timely, up to date, accurate, and cited from a reputable source.

Third-party images

While many images exist on the Internet, they can't just be copied and used in your materials; many of these images are owned by other sources, such as stock photo companies. These companies hire photographers to take images of a variety of different settings, ages, activities, etc. While stock photo libraries have a large collection of pictures and other images that fit perfectly into your social content strategy, it's important to buy a license, giving you the rights to use an image, before placing a photo you find online into a tweet or post. A license can be purchased per image or there are other pricing options.

Proprietary images

When using images that you – or your organization – have taken during events of your team, make sure you have the permission of all individuals featured in the image before using on your social platform(s). At events, that may require creating a simple waiver mentioning you'll be taking photos for use in outreach activities and requiring signatures of attendees. With large crowds at large events, signs are often posted at the entrance (see example to the right) of the event stating that photography will be taking place and the images will be used in public facing materials; by entering the event the attendee agrees to have their pictures taken. Photos that don't show identification of individuals may not need permission.

ATTENTION

Photography will be taking place at today's event. The images taken will be used in public facing materials and by entering the event all attendees consent to having their picture taken.
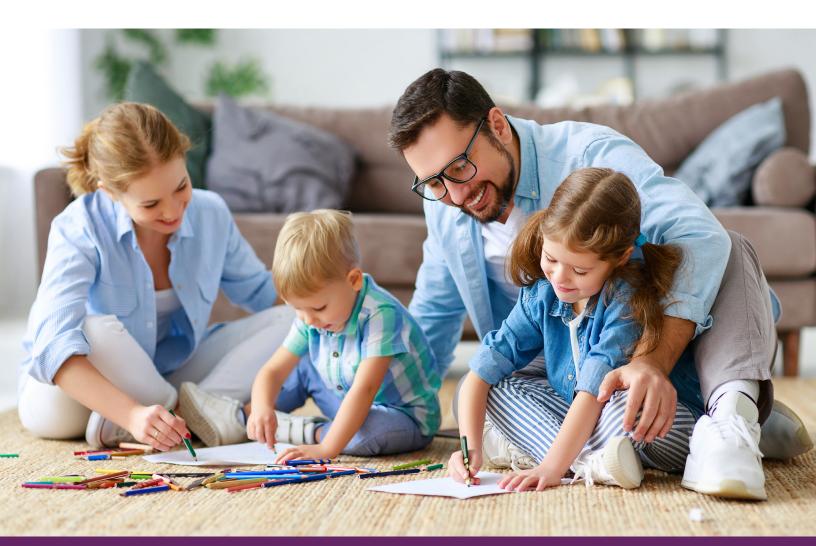
Image usage rights explained

Copyright: Images that are copyrighted can't be used or distributed without permission from the owner/creator of the image. There are exceptions to copyright restrictions explained below.

Royalty free images: Images that are royalty free, or unlimited rights, means that when an individual or organization purchases the rights to use the copyrighted image, usually a stock photo, they can use the piece without owning the copyright or paying royalties on a per use basis.

Rights managed: A rights managed, or limited, image means that an organization can purchase the right to use a copyrighted image but there are restrictions in the license agreement stating what the image can and can't be used for and potentially for a certain length of time.

Fair use: Fair use doctrine lets individuals and organizations use copyrighted images for educational use or public good – in this case, to promote awareness and action around insuring eligible children and teens.

Public domain: Content creators that have willingly given up the copyright to their content lets those images become part of the public domain. This allows these images to be used freely.

Important dates

When planning your outreach, consider tying your posts on social media to events happening throughout the year. That could be observance months and holidays – both official and cultural. Below are a sampling of events observed in the U.S. that may be helpful in your outreach.

January
- New Year's Day (1/1)

February
- National Children's Dental Health Month
- American Heart Month
- Give Kids a Smile Day (2/2)

March
- National Doctor's Day (3/30)
- Save Your Vision Month
- National Nutrition Month

April
- World Health Day (4/7)
- National Public Health Week
- Every Kid Healthy Week
- National Infant Immunization Week
- National Minority Health Month

May
- Mother's Day
- National Asthma and Allergy Awareness Month
- Safety & Health Week
- Children's Mental Health Awareness Week

June
- National Safety Month
- Father's Day

July
- National Youth Sports Week
- Independence Day (7/4)

August
- National Immunization Awareness Month
- Children's Eye Health & Safety Month

September
- Baby Safety Awareness Month
- National Suicide Prevention Week
- National Preparedness Month

October
- National Health Education Week
- Children's Health Month
- National Primary Care Week

November
- World Diabetes Day (11/14)
- National Rural Health Day (11/19)
- Thanksgiving
- National Diabetes Month

December
- National Influenza Vaccination Week
- New Year's Eve (12/31)

Relevant seasons:
- Back-to-School (July - September)
- Flu season (October - February)
- Holiday season (November - December)

Additional resources

In addition to the information contained in this toolkit, there are a variety of other resources available to help your organization get the word out about Medicaid and CHIP.

Resources

InsureKidsNow.gov:

The official website for the Connecting Kids to Coverage National Campaign contains an **Outreach Tool Library**, previously recorded **webinars and videos**, and tools tied to different **Campaign initiatives**.

Customizable resources:

In addition to the readily available resources on InsureKidsNow.gov, partners and grantees can also request customized resources with your organization's logo, contact information, and state eligibility information. Please see the **Customization Guide** for more information on which materials can be customized and how to request.

Campaign Notes eNewsletter:

The Campaign's eNewsletter that includes campaign updates, links to new resources, and information on upcoming webinars and trainings.

Creating content

The following link to free, online programs that you can use to create additional content for social media platforms. These platforms are only a few of many tools available online:

Hootsuite: Free content manager that can be used to schedule content ahead of time

Canva: Free graphics creator with templates for different social media platforms

Pixabay: Copyright-free stock imagery

Bitly: Convert long links to CHIP or local resources into shorter links to fit social media character count requirements

Linktree: Compile important links in your Instagram bio so profile visitors can easily access them

Relevant links

These links provide materials that are relevant and supplemental to the information and assets provided on the Connecting Kids to Coverage National Campaign website:

- **Medicaid.gov**
- **Medicaid.gov/CHIP**
- **Healthcare.gov**

Contact information:

If you have questions or need assistance, please contact **ConnectingKids@cms.hhs.gov**.